The **fastest way** to provide help in any software

userlane

Understanding digital

A Software purchases alone do not make users more productive or processes more efficient. There is a critical need for effective usage and software adoption to reach those goals.

No matter how great your software application is, it will not deliver the desired business outcomes if your users don't use it properly, if at all.

This is where digital adoption comes into play. Digital adoption entails change and learning mechanisms that allow organizations to onboard, train and support their software users in real-time.

As a result, users acquire the ability to fully master new technology instantly, understand the functionality and benefits of new digital processes, and leverage each technology and its capabilities to the fullest.

Guide users

Userlane view

Announce updates and new features

Application

Step 1

Step 2

Step 3

Provide context-sensitive help

userlane

Enable on-demand assistance

Why companies fail to deliver a great digital experience

SLOW AND INEFFICIENT SOFTWARE ROLLOUTS
Introducing new technologies and processes can be overwhelming. Often, it requires a great deal of time and effort to get people to understand, use, and make the most of new software.

LOW FEATURE ADOPTION
To stay competitive, businesses continuously invest in software andn overwhelming number of new features at a fast pace. But if people don't know how to use your software application, they are likely to lookfor alternatives.it requires a great deal of time

HIGH TRAINING AND SUPPORT COSTS
Reality shows that the complexity of business processes and a multitude of software applications makes it extremely difficult for software users to find their way around. As a result, people require con-

POOR DATA QUALITY
Accurate data is crucial in enabling business intelligence across the organization. If people don't understand how to complete a workflow, false data will be

RESISTANCE TO CHANGE
The hardest step in adopting new technologies is convincing others that change is needed. People tend to resist new software as they believe it is

SLOW DIGITAL TRANSFORMATION PROCESSES
Simply injecting technology without a proper integration strategy often results in wasted time, resources and money. With a multitude of initiatives going on at the same time, it is difficult for people to keep up with the required pace of change.

The Userlane platform is built for fast, real-time guidance

The Userlane code-free digital adoption platform runs as an overlay on software applications. It allows you to create on-screen, interactive content that guides users through processes in real-time, within any kind of browser-based software.

The Userlane solution is tailored for organizations willing to accelerate their digital transformation efforts, automate and enhance user experience, and support and guide their software users at scale.

By providing users with the right information at the right time, Userlane helps instantly make any software or process easy to grasp. As a result, anybody can immediately operate any software, without previous knowledge or specific skills.
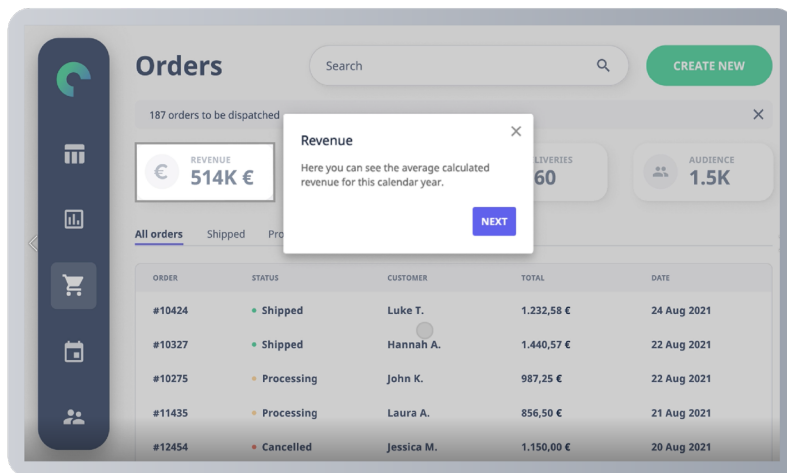
Engage

Userlane helps you plan, maintain and update content within minutes, and therefore produce a much higher amount of content in a shorter time. Launch content fast, iterate quickly, repeat!

Interactive step-by-step guides

Announcements

Tooltips
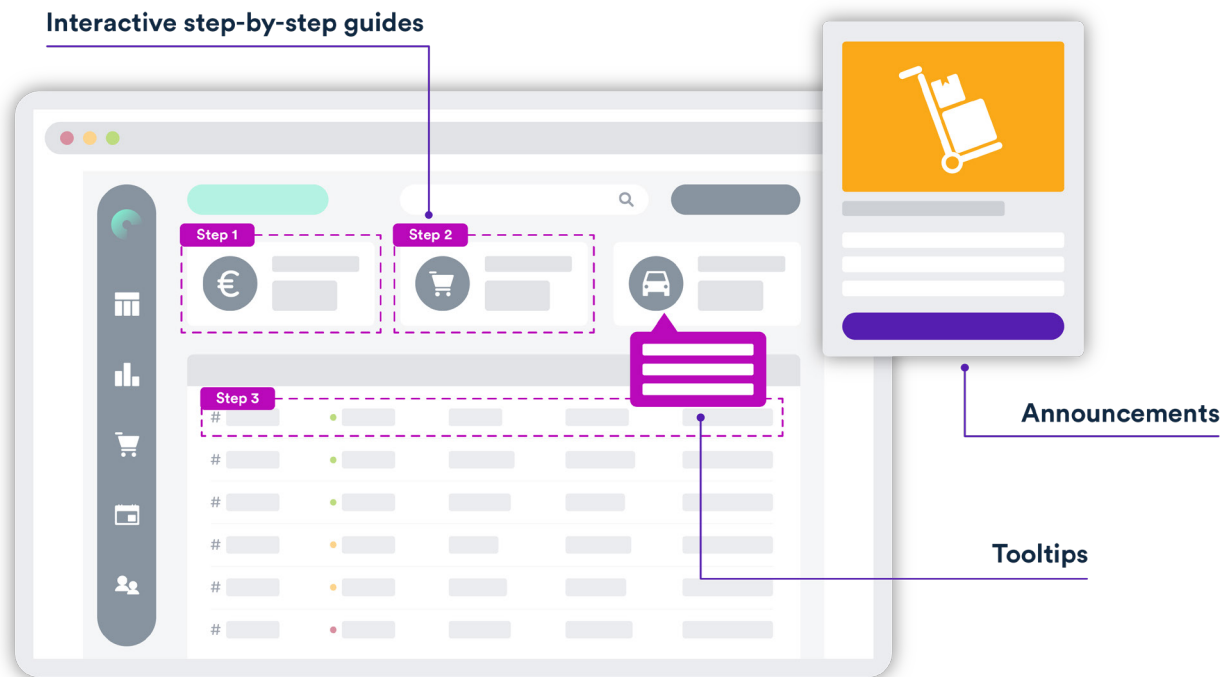
Interactive step-by-step guides
Build a friendly and intuitive software experience that walks each user through new processes and workflows at their own pace.

Promotions
Push notifications to remind users of critical process changes, promote individual guides and highlight where to find more information.

Tooltips
Provide your users with context-sensitive help, assist in form fields, explain complex features and improve feature discovery without disrupting the flow of using the app.

Announcements
Instantly announce updates, promote new features, start surveys, ask for feedback and highlight specific processes. Enrich content with videos, images, GIFs and links to external sources.

Code-free editor
Userlane's editor is designed to make content creation and maintenance extremely easy and fast. Simply record the process by doing it yourself and share. It's that easy!

Connect

Userlane allows you to give your users instant access to support channels and documentation by storing all necessary sources in one place.

Integrations

Userlane Search

Userlane Assistant
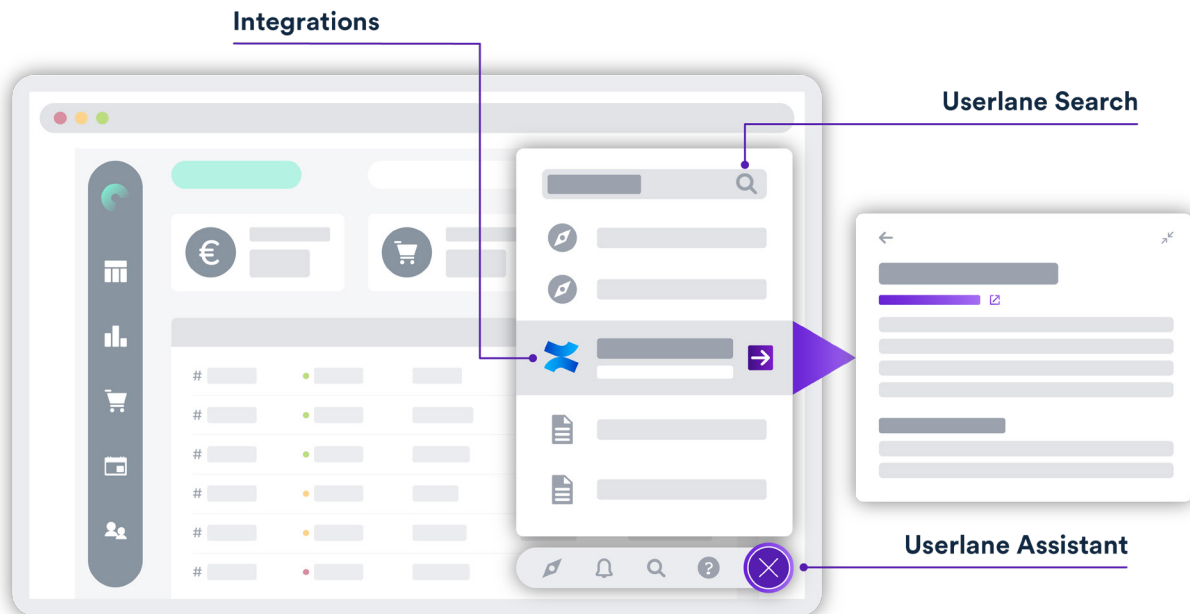
Userlane Assistant
With the Userlane Assistant, interactive content and support resources are always
present to your users. With intuitive, on-demand assistance, they can use your tools more efficiently.

Integrations
Userlane's solution can be integrated with collaboration tools and knowledge bases. It means your software users can quickly access Confluence or Zendesk content directly from the Userlane Assistant.

Segmentation
Deliver information to the right people, at the right time. Enhance the user experience by targeting your guides, hints and announcements to the right audience.

Userlane Search
If you offer your users a lot of content, it can become difficult for them to find what they're looking for. With the Userlane Search, your users can now quickly search support content directly from the Userlane Assistant.

Multiple language support
Ensure that your content is easily visible to the users in their own language, so they can enjoy the learning experience. Userlane enables simultaneous content creation in different languages.

Learn

Userlane helps you get a quick glance into the user behavior, engagement and adoption trends across your tech stack, all in one place.

Analytics filters

User behaviour

Engagement trends
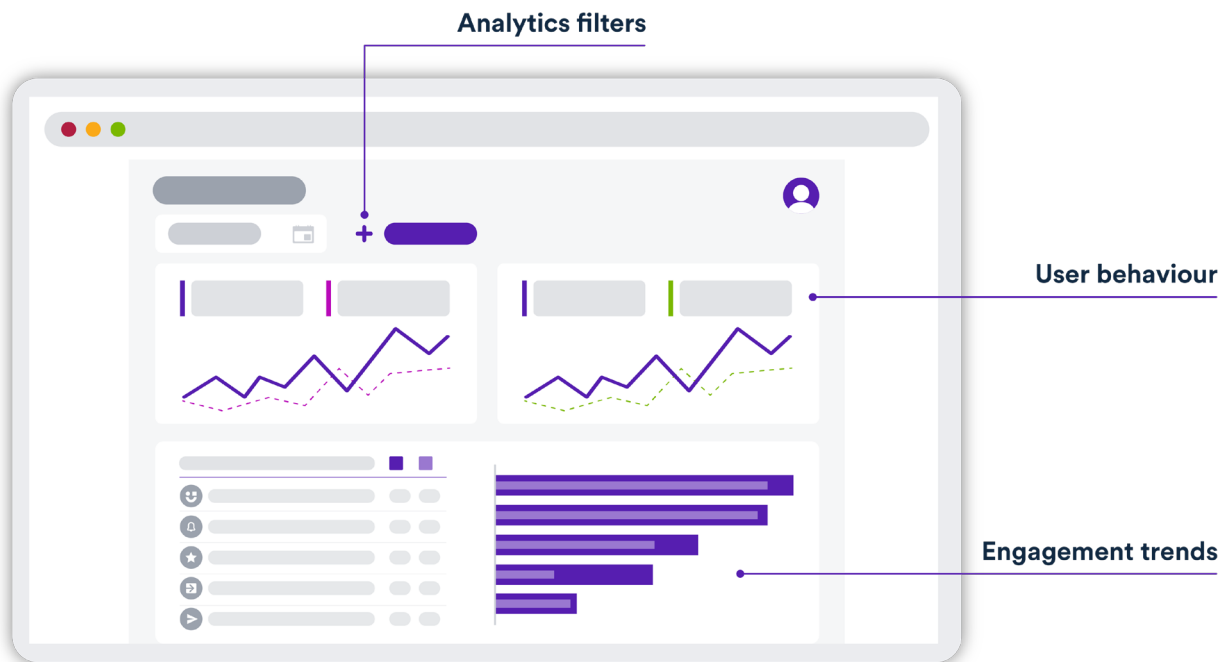
Analytics dashboard
Gain insights into the feature and process adoption within your application and make informed content creation decisions based on actual user behavior and needs.

User behaviour
See what content people engage with, and use that information to make necessary improvements and enhance your user experience. Assistant.

Engagement trends
Stay on top of the engagement trends by tracking individual performance of your guides and announcements. Iterate quickly and make better targeted decisions.

Analytics filters
Filtering options allow you to quickly extract the key insights you need to evaluate the performance of your interactive content, including date range, user segment, category, and more.

Alerts
Userlane's in-built intelligence helps automatically indicate recurring errors on specific steps in your guides. Alerts are triggered whenever an error occurs, helping you immediately detect and resolve an issue.

Results you can expect after 6-18 months

2x increase in ROI of software implementation

5x increase in employee effectiveness

97% task completion rate

> "Interactive performance support proved to be a valid solution to all the challenges Deutsche Bahn encountered connected to change management and software applications. Users felt confident and weren't experiencing any frustration navigating the app.
>
> **Deutsche Bahn,** Training Manager

DB

> "The fact that we can easily adjust, modify, and change the step-by-step guides makes it possible for us to move very quickly. Sometimes the suppliers ask us for manuals, and we can now instantly help them out with Userlane, which makes the whole support effort much more efficient.
>
> **Linde Engineering,** Project Expediting Manager

THE LINDE GROUP

60% decrease in training costs

2x faster onboarding

48% decrease in support requests

15% increase in trial-to-paid conversion rate

40% decrease in time-to-value

> "Our main focus was clear; provide valuable assistance to users that are new to our platform. The metrics clearly show we succeeded in providing this service.
>
> **Foleon,** Product Marketer

FOLEON

> "What's exciting is that in addition to using Userlane for the onboarding of our e-commerce customers, we can find many different applications for the tool. As an example, we used feature announcements, which were used to introduce the redesign of our Forto platform.
>
> **Forto,** Product Manager

forto

33% increase in ROI of software implementation

10% increase in employee effectiveness

About Userlane

Connecting people with technology

At Userlane, we believe people should feel empowered by technology. That's why we help businesses create a seamless and delightful software experience for their users. We work with organizations globally to deliver the fastest and most intuitive solution to guide and support software users directly in software applications.

Enterprise ready

Userlane holds all necessary international certifications and accreditations to be your reliable and trusted partner.

250+
customers around the world

40+
customer countries and territories

37m+
users around the world

GDPR compliant
Userlane is fully GDPR compliant and can ensure enterprise-grade data security and privacy.

ISO/IEC 27001 certified
Userlane is certified for implementation of international information security management standards.
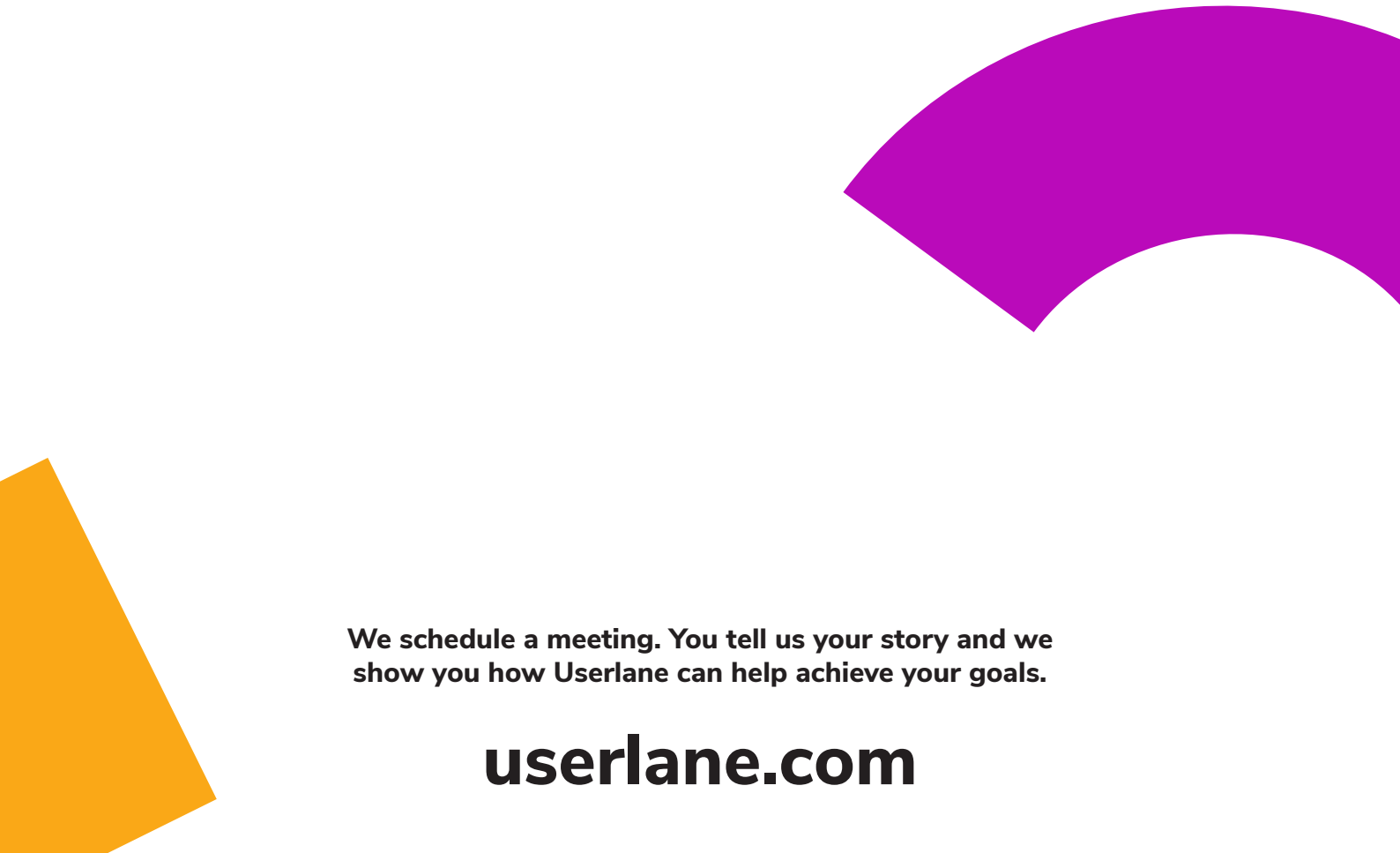
Accessible to all
Userlane achieved the Accessibility Conformance Report WCAG edition (based on VPAT® Version 2.4) for making the platform more accessible to a wider range of people with disabilities.

With Userlane, help is just a **click away**

We schedule a meeting. You tell us your story and we show you how Userlane can help achieve your goals.

userlane.com